\* \* \* \* \* \* \* \* \* \* \* \* \* \* WISN-TV

\*\*\*\*\*

(Milwaukee, WI)

# ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Candic	late/Issue	MATI	MAL RO	VBLI	MAN SENA	TE COMMITTE	Et
candid	Dates (if one folder is used per ate, a separate checklist must be eted for each flight)	10/	24/12-	- 10	130/12		
1	,					<u>Initials</u>	
1.	Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17	7)	D	ate:	1/8/13	Le	
2.	Original contract showing requested time (when available)		D	ate:	8/20/12	&	
3.	Updated contracts as order changes.		D	ate:	10/23/12	<u>&amp;</u>	
1.	Invoice of schedule as actually broadcast including amount of rebates given (exact)				11/12	9	
	date, time, class of time and amount for each rebate), if any		D	ate:	1/8/13	Se	
			Checklist	Comr	oleted:		
		By:	De	Comp	, iotou.		
		Date:	1/8/1	3			
			19				

# AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: Date:							
WISH MILWAUKEE							
, lo hereby reque	est station time conc	erning the follo	owing issue:		<u> </u>		
			•				
***************************************							
1.1	Time of Day,						
Broadcast Length	Rotation or Package	Days	Class	Times per Week	·· Number of Weeks		
			,	A			
	n = 1	ded 1	of pro	Vide			
•	Client	ded					
:							
				I			
Total Charg	jes:						
his broadcast ti	ime will be used by:						
	rogramming ( elating to any						
<b>.</b>		•					
	□ Yes			$\square$ No			

importance," list the name of the	nicates a message relating to any pole legally qualified candidate(s) the pate(s) of the election(s) (if applicable	rogramming refers to, the
For programming that "commun importance," attach Agreed Upo	icates a message relating to any poli n Schedule (Page 3)	tical matter of national
I represent that the payment for	the above described broadcast time	has been furnished by:
and you are authorized to announ furnishing the payment, if other	nce the time as paid for by such pers than an individual person, is:	on or entity. The entity
☐ a corporation; ☐ a comm	nittee; $\square$ an association; $\square$ or o	ther unincorporated group.
	es of the chief executive officers, dir elow (may be attached separately):	ectors, and/or authorized
	SCRIMINATE OR PERMIT DISC THE PLACEMENT OF ADVERTIS	
I agree to indemnify and hold harm reasonable attorney's fees, that may advertisement(s). For the above-st transcript, or tape, which will be before the time of the scheduled b	tated broadcast(s), I also agree to delivered to the station at least	ove-requested
TO BE SIG	NED BY ISSUE ADVER	TISER
Date S	ignature	Contact Phone Number
TO BE SIGN	ED BY STATION REPRI	ESENTATIVE
Accepted	Accepted in Part	☐ Rejected
HA		
Signature	Printed Name	Title

# CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

	Contract / Re	<u>vision</u>		Alt Order#	
	902331	/ 1		06112211	
Product				·	
NRSC					
Contract Dates	Estimate #				
10/24/12 - 10/30/12					
<u>Advertiser</u>	,		Ori	iginal Date	Revision
NRSC National Republica	an Senate Cor	nm	C	8/20/12	/ 08/20/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Station	Accou	nt E	xecutive	Sales Office
	WISN	Will Hil	ldet	orandt	HRP -Washingt
	Special Hand	ling			
	Demographic				
	Adults 25-54				
	<u>IDB#</u> 9912521	Advert	iser	Code	Product Code
	Agency Ref			Advertiser	Ref

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/24/12 10/26/12 News M-F 5a 5-6A :30 NM \$750.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 --WTF--3 \$250.00 WISN 10/29/12 10/30/12 News M-F 5a 5-6A :30 NM 2 \$500.00 Start Date End Date Spots/Week <u>Weekdays</u> Rate Week: 10/29/12 11/04/12 MT----\$250.00 WISN 10/24/12 10/26/12 News M-F 6a 6-7A :30 NM 3 \$1,500.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/22/12 10/28/12 \$500.00 WISN 10/29/12 10/30/12 News M-F 6a 6-7A :30 NM 2 \$1,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 MT----2 \$500.00 WISN 10/24/12 10/26/12 Good Morning America 7-9a :30 NM 3 \$1,500.00 **End Date** Weekdays Start Date Spots/Week Rate Week: 10/22/12 10/28/12 --WTF--3 \$500.00 WISN 10/29/12 10/30/12 Good Morning America 7-9a :30 NM 2 \$1,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/29/12 11/04/12 MT----\$500.00 WISN 10/24/12 10/26/12 LIVE WITH KELLY! 9-10am :30 NM 3 \$900.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/22/12 10/28/12 --WTF--\$300.00 3 WISN 10/29/12 10/30/12 LIVE WITH KELLY! 9-10am :30 NM \$600.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 MT---\$300.00 2 WISN 10/24/12 10/26/12 The View 10-11am :30 NM \$900.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 --WTF--3 \$300.00 10 WISN 10/29/12 10/30/12 The View 10-11am :30 NM 2 \$600.00 Start Date **End Date** Spots/Week **Weekdays** Rate Week: 10/29/12 11/04/12 \$300.00 11 WISN 10/24/12 10/26/12 THE CHEW 12P-1P :30 NM 3 \$600.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revision		on	Alt Order #
	902331	1	1	06112211
<u>s</u>	Product			Estimate #

Contract Date 10/24/12 - 10/30/12 NRSC

Advertiser Original Date / Revision 08/20/12 / 08/20/12 NRSC National Republica

Spots/

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week R	tate Type 9	Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        wTF         3	<u>Rate</u> \$200.00				
12 WISN 10/29/12 10/30/12 THE CHEW	12P-1P	:30	NM	2	\$400.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/29/1211/04/12MT2	<u>Rate</u> \$200.00				
13 WISN 10/24/12 10/26/12 3-4p	3-4p	:30	NM	3	\$1,500.00
Week: 10/22/12	<u>Rate</u> \$500.00				
14 WISN 10/29/12 10/30/12 3-4p	3-4p	:30	NM	2	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12         MT         2	<u>Rate</u> \$500.00				
15 WISN 10/24/12 10/26/12 DR. OZ	4P-5P	:30	NM	3	\$1,650.00
Week: 10/22/12	<u>Rate</u> \$550.00				
16 WISN 10/29/12 10/30/12 DR. OZ	4P-5P	:30	NM	2	\$1,100.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12         MT         2	<u>Rate</u> \$550.00				
17 WISN 10/24/12 10/26/12 News M-F 5p	5-530pm	:30	MM	3	\$2,550.00
Week: 10/22/12	<u>Rate</u> \$850.00				
18 WISN 10/29/12 10/30/12 News M-F 5p	5-530pm	:30	NM	2	\$1,700.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12         MT         2	<u>Rate</u> \$850.00				
19 WISN 10/24/12 10/26/12 News M-F 6p	6-630pm	:30	NM	3	\$3,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        wTF         3	<u>Rate</u> \$1,000.00				
20 WISN 10/29/12 10/30/12 News M-F 6p	6-630pm	:30	NM	2	\$2,000.00
Start Date         End Date         Weekdays         Spots/Week           Week:         10/29/12         11/04/12         MT         2					
21 WISN 10/24/12 10/26/12 Entertainment Tonigh	630p-7pm	:30	NM	3	\$2,400.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12         -wTF         3	<u>Rate</u> \$800.00				
22 WISN 10/29/12 10/30/12 Entertainment Tonigh	630p-7pm	:30	NM	2	\$1,600.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12         MT         2	<u>Rate</u> \$800.00				
23 WISN 10/24/12 10/26/12 Late News 10PM LTC	10-1030p	:30	NM	2	\$3,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        W-F         2	<u>Rate</u> \$1,500.00				
24 WISN 10/29/12 10/30/12 Late News 10PM LTC		:30	NM	2	\$3,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12         MT         2	Rate				,
Week: 10/29/12 11/04/12 MT 2  25 WISN 10/25/12 10/25/12 Late News 1030PM LTC	\$1,500.00 1030p-11p	:30	NM	1	\$850.00
Start Date End Date Weekdays Spots/Week	Rate	.uu	INIVE	ı	ΦΟΟΟ
Week: 10/22/12 10/28/121 1	\$850.00				
26 WISN 10/29/12 10/29/12 Late News 1030PM LTC Start Date End Date Weekdays Spots/Week	1030p-11p <u>Rate</u>	:30	NM	1	\$850.00
Week: 10/29/12 11/04/12 1 1	\$850.00				
27 WISN 10/24/12 10/25/12 Nightline	11p-1130p	:30	NM	2	\$1,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		i		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the



759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision			Alt Order #		
	902331	1	1	06112211		
ontract Dates	Product			Estimate #		

10/24/12 - 10/30/12 NRSC

Advertiser Original Date / Revision NRSC National Republica 08/20/12 / 08/20/12

Totals

76

\$64,900.00

*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots	A
Start Date End Date Weekdays Spots/Week Rate	Amount
Week: 10/22/12	
28 WISN 10/30/12 10/30/12 Nightline 11p-1130p :30 NM 1 Start Date End Date Weekdays Spots/Week Rate	\$750.00
Week: 10/29/12 11/04/12 -1 1 \$750.00	
29 WISN 10/29/12 10/29/12 DWTS Prime Other :30 NM 1	\$5,000.00
<u>Start Date                                  </u>	
30 WISN 10/27/12 10/27/12 News Sat 7-9a 7-9am :30 NM 1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12	,,,,,,,,
31 WISN 10/27/12 10/27/12 CA 5 5207 5 - 520	<b>*</b> F00.00
Start Date End Date Weekdays Spots/Week Rate	\$500.00
Week: 10/22/12 10/28/121- 1 \$500.00	
32 WISN 10/27/12 10/27/12 News Sa 6p-7p 6-7PM :30 NM 1 Start Date	\$550.00
Week: 10/22/12 10/28/121 1 \$550.00	
33 WISN 10/27/12 10/27/12 Sat ABC Prime Other Prime Other :30 NM 1	\$7,000.00
<u>Start Date                                  </u>	
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type	
1 WISN 10/22/12-10/28/12 Sat ABC Prime Other Prime OtherSa :30 \$7,000.00 NM See MG 33.2	
2 WISN 10/22/12-10/28/12 ABC Prime College Footbal 7-1030pSa :30 \$7,000.00 NM	
⊕ MG for 33.1 10/27	
34 WISN 10/28/12 10/28/12 News Sun 7-9a 7-9am :30 NM 1 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Rate	\$300.00
Week: 10/22/12 10/28/121 1 \$300.00	
35 WISN 10/28/12 10/28/12 Sun 9-930A 9-930A :30 NM 1	\$300.00
<u>Start Date                                  </u>	
36 WISN 10/28/12 10/28/12 This Week With Georg 930-1030am :30 NM 1	£950.00
Start Date End Date Weekdays Spots/Week Rate	\$850.00
Week: 10/22/12	
37 WISN 10/28/12 10/28/12 News Sun 530pm 530-6p :30 NM 1 Start Date	\$500.00
Week: 10/22/12 10/28/121 1 \$500.00	
38 WISN 10/28/12	\$1,500.00
<u>Start Date                                  </u>	
39 WISN 10/28/12 10/28/12 Late News SU 1030PM 1030p-11p :30 NM 1	\$850.00
<u>Start Date                                  </u>	
N 40 WISN 10/27/42 10/27/42 Pedestr	#0 F00 co
Start Date End Date Weekdays Spots/Week Rate	\$8,500.00
Week: 10/22/12 10/28/12S- 1 \$8,500.00	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with



	Contract / Re 902331				
Contract Dates 10/24/12 - 10/30/12	Product NRSC		Estimate #		
Advertiser NRSC National Reput	olica		riginal Date / Revision 08/20/12 / 08/20/12		

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	49	\$43,800.00	\$37,230.00
10/29/12 -10/30/12	27	\$21,100.00	\$17,935.00
Totals	76	\$64,900.00	\$55,165.00

Signature:		Date:	

# TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

### 1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

### 2. TERMINATION

- Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

### 3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcasts hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

# 4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

### 5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

## 6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

# 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

# 8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

## 9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b)	The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial
materials and other property furnis	hed by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts except	after its prior approval.

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

# CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

	Contract / Rev	<u>vision</u>		Alt Order #	
	902331	/ 3		06112211	
Product					
IRSC					
Contract Dates	Estimate #				
10/24/12 - 10/30/12					
<u>Advertiser</u>			Ori	iginal Date	/ Revision
NRSC National Republica	an Senate Cor	nm	1	0/24/12	/ 10/24/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broado	cast		Cash
	Station	Accou	nt E	xecutive	Sales Office
	WISN	Will Hi	ldet	orandt	HRP -Washingt
	Special Handl	ling			
	Demographic				
	Adults 25-54				
	IDB#	Advert	iser	Code	Product Code
	9912521				
	Agency Ref			Advertiser	Ref

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
1 WISN 10/24/12 10/26/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12WTF 3	5-6A <u>Rate</u> \$250.00	:30	NM 3	\$750.00
2 WISN 10/29/12 10/30/12 News M-F 5a  Start Date End Date Weekdays Spots/Week  Week: 10/29/12 11/04/12 MT 2	5-6A <u>Rate</u> \$250.00	:30	NM 2	\$500.00
3 WISN 10/24/12 10/26/12 News M-F 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12WTF 3	6-7A <u>Rate</u> \$500.00	:30	NM 3	\$1,500.00
4 WISN 10/29/12 10/30/12 News M-F 6a  Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2	6-7A <u>Rate</u> \$500.00	:30	NM 2	\$1,000.00
5 WISN 10/24/12 10/26/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12WTF 3	7-9a <u>Rate</u> \$500.00	:30	NM 3	\$1,500.00
6 WISN 10/29/12 10/30/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2	7-9a <u>Rate</u> \$500.00	:30	NM 2	\$1,000.00
7 WISN 10/24/12 10/26/12 LIVE WITH KELLY!  Start Date   End Date   Weekdays   Spots/Week   Week: 10/22/12 10/28/12WTF 3	9-10am <u>Rate</u> \$300.00	:30	NM 3	\$900.00
8 WISN 10/29/12 10/30/12 LIVE WITH KELLY! <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2	9-10am <u>Rate</u> \$300.00	:30	NM 2	\$600.00
9 WISN 10/24/12 10/26/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12WTF 3	10-11am <u>Rate</u> \$300.00	:30	NM 3	\$900.00
10 WISN 10/29/12 10/30/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2	10-11am <u>Rate</u> \$300.00	:30	NM 2	\$600.00
11 WISN 10/24/12 10/26/12 THE CHEW	12P-1P	:30	NM 3	\$600.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order # 902331 1 06112211 Contract Dates Product Estimate # 10/24/12 - 10/30/12 NRSC <u>Advertiser</u> Original Date / Revision 10/24/12 / 10/24/12 **NRSC National Republica** 

*Line Ch Start Data End Data Danaghid		Spo	ots/			
*Line Ch Start Date End Date Description  Start Date End Date Weekdays Spots/Week	Start/End Time	Days Length We	ek Rate	Type 8	Spots	Amount
Week: 10/22/12 10/28/12WTF 3	<u>Rate</u> \$200.00					
12 WISN 10/29/12 10/30/12 THE CHEW	12P-1P	:30		NM	2	\$400.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12         MT         2	<u>Rate</u> \$200.00				_	Ψ+00,00
13 WISN 10/24/12 10/26/12 3-4p	3-4p	.00				
Start Date End Date Weekdays Spots/Week	S-4p Rate	:30		MM	3	\$1,500.00
Week: 10/22/12 10/28/12WTF 3	\$500.00					
14 WISN 10/29/12 10/30/12 3-4p Start Date End Date Weekdays Spots/Week	3-4p	:30		NM	2	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12         MT         2	<u>Rate</u> \$500.00					,
15 WISN 10/24/12 10/26/12 DR. OZ	4P-5P	:30		- NIM	•	04.0====
Start Date Weekdays Spots/Week Week: 10/22/12 10/28/12WTF 3	<u>Rate</u>	.50		NM	3	\$1,650.00
	\$550.00					
16 WISN 10/29/12 10/30/12 DR. OZ  Start Date End Date Weekdays Spots/Week	4P-5P	:30		NM	2	\$1,100.00
Week: 10/29/12 11/04/12 MT 2	<u>Rate</u> \$550.00			1		
N 17 WISN 10/24/12 10/26/12 News M-F 5p	5-530pm	:30		NM	11	\$7 450 00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        WTF         3	Rate				''	\$7,450.00
Spot Ch Date Range Description	\$850.00 Start/End Time	Weekdays Length	Data	_		
3 WISN 10/22/12-10/28/12 News M-F 5p	5-530pm	Weekdays Length	<u>Rate</u> \$850.00	<u>Type</u> NM		
See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.1			Ψ000.00	14141		
4 WISN 10/29/12-10/30/12 Nightline  ⊕ MG for 19.1,17.3,21.3,21.1,21.2,23.1	11p-1130p	MTu :30	\$1,850.00	NM		
5 WISN 10/29/12-10/30/12 Jimmy Kimmel	1130-1230a	MTu: :30	\$375.00	NM		
MG for 19.1,17.3,21.3,21.1,21.2,23.1		.00	ψον οισσ	14141		
6 WISN 10/29/12-10/30/12 Jimmy Kimmel ⊕ MG for 19.1,17.3,21.3,21.1,21.2,23.1	1130-1230a	MTu: :30	\$375.00	NM		
7 WISN 10/29/12-10/30/12 Jimmy Kimmel	1130-1230a	MTu :30	\$375.00	NIN A		
MG for 19.1,17.3,21.3,21.1,21.2,23.1		,50	φ3/3.00	NM		
8 WISN 10/29/12-10/30/12 Jimmy Kimmel ⊕ MG for 19.1,17.3,21.3,21.1,21.2,23.1	1130-1230a	MTu: 30	\$375.00	NM		
9 WISN 10/29/12-10/30/12 DR. OZ	4P-5P	MTu :30	2222			
(h) MG for 19.1,17.3,21.3,21.1,21.2,23.1	4F-JF	MTu: :30	\$600.00	NM		
10 WISN 10/29/12-10/30/12 DR. OZ	4P-5P	MTu: :30	\$600.00	NM		
⊕ MG for 19.1,17.3,21.3,21.1,21.2,23.1 11 WISN 10/29/12-10/30/12 DR. OZ	4P-5P	N=				
(f) MG for 19.1,17.3,21.3,21.1,21.2,23.1	46-06	MTu :30	\$600.00	NM		
12 WISN 10/29/12-10/30/12 DR. OZ	4P-5P	MTu: :30	\$600.00	NM		
⊕ MG for 19.1,17.3,21.3,21.1,21.2,23.1						
18 WISN 10/29/12 10/30/12 News M-F 5p Start Date End Date Weekdays Spots/Week	5-530pm	:30		NM	2	\$1,700.00
Week: 10/29/12 End Date Weekdays Spots/Week  MT 2	<u>Rate</u> \$850.00					
N 19 WISN 10/24/12 10/26/12 News M-F 6p	6-630pm	:30		NM	2	\$2,000.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12WTF 3	Rate				~	ΨΕ,ΟΟΟ.ΟΟ
Spot Ch Date Range Description	\$1,000.00 Start/End Time	Mookdays Langth	D-4-	_ ]		
1 WISN 10/22/12-10/28/12 News M-F 6p	6-630pm	Weekdays Length	<u>Rate</u> \$1,000,00	<u>Type</u> NM		
See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.1	2		\$1,000rog	, 4141		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 902331 1 06112211 Contract Dates Product Estimate # 10/24/12 - 10/30/12 NRSC

<u>Advertiser</u> Original Date / Revision NRSC National Republica 10/24/12 / 10/24/12

Spots/ \*Line Ch Start Date End Date Description Days Start/End Time Length Week Rate Type Spots Amount 10/30/12 News M-F 6p WISN 10/29/12 6-630pm :30 NM \$2,000.00 Start Date End Date Spots/Week **Weekdays** Rate Week: 10/29/12 11/04/12 MT----\$1,000.00 WISN 10/24/12 10/26/12 **Entertainment Tonigh** 630p-7pm :30 NM 0 \$0.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \$800.00 Spot Ch Start/End Time Date Range Description <u>Weekdays</u> Length Rate Type 1 WISN 10/22/12-10/28/12 Entertainment Tonigh 630p-7pm ---WThF-:30 \$800.00 NM See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12 2 WISN 10/22/12-10/28/12 Entertainment Tonigh 630p-7pm ---WThF----:30 \$800.00 NM See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12 3 WISN 10/22/12-10/28/12 Entertainment Tonigh 630p-7pm ---WThF----:30 \$800.00 NΜ See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12 22 WISN 10/29/12 10/30/12 **Entertainment Tonigh** 630p-7pm :30 NM 2 \$1,600.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 MT--\$800.00 2 23 WISN 10/24/12 10/26/12 Late News 10PM LTC 10-1030p :30 NM \$1,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 --W-F--\$1,500.00 Date Range Spot Ch Description Start/End Time Weekdays Length Rate <u>Type</u> 1 WISN 10/22/12-10/28/12 Late News 10PM LTC 10-1030p ---W--F :30 \$1.500.00 NM See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11.17.12 10/30/12 24 WISN 10/29/12 Late News 10PM LTC 10-1030p :30 NM 2 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 MT----2 \$1,500.00 WISN 10/25/12 10/25/12 Late News 1030PM LTC 1030p-11p :30 NM \$850.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \$850.00 \_1\_\_\_ WISN 10/29/12 10/29/12 Late News 1030PM LTC 1030p-11p :30 NM \$850.00 End Date Start Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1----\$850.00 1 WISN 10/24/12 10/25/12 Nightline 11p-1130p :30 NM 2 \$1,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 2 \$750.00 WISN 10/30/12 10/30/12 Nightline 11p-1130p :30 NM \$750.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 -1----1 \$750.00 WISN 10/29/12 10/29/12 **DWTS** Prime Other :30 NM \$5,000.00 End Date Weekdays Start Date Spots/Week Rate Week: 10/29/12 11/04/12 \_\_\_\_\_ \$5,000.00 WISN 10/27/12 10/27/12 News Sat 7-9a 7-9am :30 NM \$350.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 10/22/12 10/28/12 ----1-\$350.00 1 WISN 10/27/12 10/27/12 SA 5-530p 5a-530p :30 NM \$500.00 Start Date Spots/Week End Date **Weekdays** Rate Week: 10/22/12 10/28/12 --1-1 \$500.00 Spot Ch Date Range **Description** Start/End Time <u>Length</u> Weekdays Rate Type 1 WISN 10/22/12-10/28/12 SA 5-530p 5a-530p -----\$a-:30 \$500.00 NN See MG 31.2 2 WISN 10/28/12-10/28/12 Chris Matthews \*1030-11A ----St :30 \$500.00 NM MG for 31.1 10/27

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

\$68,650.00



Totals

759 N. 19th Street Milwaukee, WI 53233

Contract / Revision Alt Order# 902331 06112211 1 Contract Dates Product Estimate #

10/24/12 - 10/30/12 NRSC

Advertiser Original Date / Revision 10/24/12 / 10/24/12 NRSC National Republica

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/27/12 10/27/12 News Sa 6p-7p 6-7PM NM \$550.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 ----1-\$550.00 WISN 10/27/12 10/27/12 Sat ABC Prime Other Prime Other :30 NM 1 \$7,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \$7,000.00 ----1-1 Spot Ch Date Range Description Start/End Time Weekdays Length Rate <u>Type</u> 1 WISN 10/22/12-10/28/12 Sat ABC Prime Other Prime Other -----sa--:30 \$7,000,00 NM See MG 33.2 2 WISN 10/22/12-10/28/12 ABC Prime College Footbal 7-1030p -----Sa--:30 \$7,000.00 NM ⊕ MG for 33.1 10/27 34 WISN 10/28/12 10/28/12 7-9am News Sun 7-9a :30 NM 1 \$300.00 Start Date End Date Spots/Week <u>Weekdays</u> Rate Week: 10/22/12 10/28/12 1 \$300.00 WISN 10/28/12 10/28/12 Sun 9-930A 9-930A :30 NM \$300.00 Start Date End Date Spots/Week Weekdays Rate Week: 10/22/12 10/28/12 ----1 \$300.00 WISN 10/28/12 10/28/12 This Week With Georg 930-1030am :30 NM \$850.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 ----1 1 \$850.00 WISN 10/28/12 10/28/12 News Sun 530pm 530-6p :30 NM \$500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \$500.00 38 WISN 10/28/12 10/28/12 Late News 10pm LTC 10p-1030p :30 NM 1 \$1,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 ----1 \$1,500.00 1 39 WISN 10/28/12 10/28/12 Late News SU 1030PM 1030p-11p :30 NM \$850.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 ----1 1 \$850.00 WISN 10/27/12 10/27/12 Badgers 230p-6p :30 NM \$8,500.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \$8,500.00 WISN 10/25/12 10/25/12 Last Resort Thu 7-8p :30 NM 1 \$3,750.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \$3,750.00 1 Totals 80

Time Period # of Spots Gross Amount Net Amount 10/01/12 -10/28/12 44 \$41,800.00 \$35,530,00 10/29/12 -10/30/12 36 \$26,850.00 \$22,822.50

\$58.352.50

Signature: Date:

\$68,650.00

80

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

### TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

#### 1. **BILLING AND PAYMENTS**

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

#### 2. **TERMINATION**

- Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

### OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

### 4. **PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

### **FIXED RATE PURCHASES**

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

#### 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

### 8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

### 9. **GENERAL**

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the face hereof.

(b) materials and other property furnis connection with broadcasts excep	The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial shed by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in tafter its prior approval.
hereunder (excluding advertising a Advertiser has theretofore made p party monies which may be or bec statement of account) from Statior billings within 45 days after the end as to relieve Advertiser of, or dimir	Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment r, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that ayayment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third some payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so if this contract is made directly with Advertiser, references herein to Agency shall and the factors that it is agency that it is agency that it is references herein to Agency shall be constructed to the month in which service is provided the received the time of this contract is with a media buying service, all references herein to Agency shall be constructed to the month in the contract is made directly with Advertiser, references herein to Agency shall be constructed to the month in the contract is made directly with Advertiser, references herein to Agency shall be constructed to the month in the contract is made directly with Advertiser, references herein to Agency shall be constructed to the month in the contract is made directly with Advertiser, references herein to Agency shall be contract.

Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on

apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be

(e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

> [For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

# CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

	Contract / Rev	vision		Alt Order#	
	902331	/ 4		06112211	
Product					
NRSC					
Contract Dates	Estimate #				
10/24/12 - 10/30/12					
<u>Advertiser</u>			Ori	ginal Date /	Revision
NRSC National Republica	ın Senate Cor	nm	1	0/29/12	/ 10/29/12
	Billing Cycle	Billing	Cal	endar endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Station	Accour	nt E	xecutive	Sales Office
	WISN	Will Hil	deb	randt	HRP -Washingt
	Special Hand	ling			
	Demographic				
	Adults 25-54				
	IDB# 9912521	Advert	ser	Code	Product Code
	Agency Ref			Advertiser	Ref

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
1 WISN 10/24/12 10/26/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3	5-6A <u>Rate</u> \$250.00	:30	NM 3	\$750.00
2 WISN 10/29/12 10/30/12 News M-F 5a  Start Date End Date Weekdays Spots/Week  Week: 10/29/12 11/04/12 MT 2	5-6A <u>Rate</u> \$250.00	:30	NM 2	\$500.00
3 WISN 10/24/12 10/26/12 News M-F 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3	6-7A <u>Rate</u> \$500.00	:30	NM 3	\$1,500.00
4 WISN 10/29/12 10/30/12 News M-F 6a  Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2	6-7A <u>Rate</u> \$500.00	:30	NM 2	\$1,000.00
5 WISN 10/24/12 10/26/12 Good Morning America  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/12wTF 3	7-9a <u>Rate</u> \$500.00	:30	NM 3	\$1,500.00
6 WISN 10/29/12 10/30/12 Good Morning America  Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2	7-9a <u>Rate</u> \$500.00	:30	NM 2	\$1,000.00
7 WISN 10/24/12 10/26/12 LIVE WITH KELLY! <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3	9-10am <u>Rate</u> \$300.00	:30	NM 3	\$900.00
8 WISN 10/29/12 10/30/12 LIVE WITH KELLY!  Start Date	9-10am <u>Rate</u> \$300.00	:30	NM 2	\$600.00
9 WISN 10/24/12 10/26/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3	10-11am <u>Rate</u> \$300.00	:30	NM 3	\$900.00
10 WISN 10/29/12       10/30/12       The View         Start Date       End Date       Weekdays       Spots/Week         Week: 10/29/12       11/04/12       MT       2	10-11am <u>Rate</u> \$300.00	:30	NM 2	\$600.00
11 WISN 10/24/12 10/26/12 THE CHEW	12P-1P	:30	NM 3	\$600.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision	Alt Order #
	902331 / 4	06112211
Contract Dates	Product	Estimate #
10/24/12 - 10/30/12	NRSC	

Advertiser Original Date / Revision 10/29/12 / 10/29/12 NRSC National Republica

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week	Rate Type S	Snots	Amount
Start Date End Date Weekdays Spots/Week	Rate	Dayo Longin Wook	1,000	poto	Amount
Week: 10/22/12 10/28/12WTF 3	\$200.00				
12 WISN 10/29/12 10/30/12 THE CHEW  Start Date End Date Weekdays Spots/Week	12P-1P Rate	:30	NM	2	\$400.00
Week: 10/29/12 11/04/12 MT 2	\$200.00				
13 WISN 10/24/12 10/26/12 3-4p	3-4p	:30	NM	3	\$1,500.00
Week: 10/22/12 10/28/12wTF 3	<u>Rate</u> \$500.00				
14 WISN 10/29/12 10/30/12 3-4p	3-4p	:30	NM	2	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12         MT         2	<u>Rate</u> \$500.00				
15 WISN 10/24/12 10/26/12 DR. OZ	4P-5P	:30	NM	3	\$1,650.00
Start Date End Date Weekdays Spots/Week	Rate				4 * 10 * 0 * 0 * 0
Week: 10/22/12	\$550.00 4P-5P	-20	118.8		<b>#4.400.00</b>
Start Date End Date Weekdays Spots/Week	4P-5P Rate	:30	NM	2	\$1,100.00
Week: 10/29/12 11/04/12 MT 2	\$550.00				
N 17 WISN 10/24/12 10/26/12 News M-F 5p	5-530pm	:30	NM	10	\$6,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12WTF 3	<u>Rate</u> \$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u> <u>Type</u>		
1 WISN 10/22/12-10/28/12 News M-F 5p	5-530pm	WThF :30	\$850.00 NM		
Credited 3 WISN 10/22/12-10/28/12 News M-F 5p	5-530pm	WThF :30	\$850.00 NM		
See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.1	2				
4 WISN 10/29/12-10/30/12 Nightline  ⊕ MG for 19.1,17.3,21.3,21.1,21.2,23.1	11p-1130p	MTu :30 \$	1,850.00 NM		
5 WISN 10/29/12-10/30/12 Jimmy Kimmel	1130-1230a	MTu: :30	\$375.00 NM		
(h) MG for 19.1,17.3,21.3,21.1,21.2,23.1					
6 WISN 10/29/12-10/30/12 Jimmy Kimmel  MG for 19.1,17.3,21.3,21.1,21.2,23.1	1130-1230a	MTu :30	\$375.00 NM		
7 WISN 10/29/12-10/30/12 Jimmy Kimmel	1130-1230a	MTu :30	\$375.00 NM		
MG for 19.1,17.3,21.3,21.1,21.2,23.1					
8 WISN 10/29/12-10/30/12 Jimmy Kimmel  → MG for 19.1,17.3,21.3,21.1,21.2,23.1	1130-1230a	MTu :30	\$375.00 NM		
9 WISN 10/29/12-10/30/12 DR. OZ	4P-5P	MTu :30	\$600.00 NM		
MG for 19.1,17.3,21.3,21.1,21.2,23.1	40.50				
10 WISN 10/29/12-10/30/12 DR. OZ  (b) MG for 19.1,17.3,21.3,21.1,21.2,23.1	4P-5P	MTu :30	\$600.00 NM		
11 WISN 10/29/12-10/30/12 DR. OZ	4P-5P	MTu :30	\$600.00 NM		
MG for 19.1,17.3,21.3,21.1,21.2,23.1 12 WISN 10/29/12-10/30/12 DR. OZ	4P-5P	MTu :30	\$600.00 NM		
® MG for 19.1,17.3,21.3,21.1,21.2,23.1	41-31	MTu: :30	2000'00 IAM		
18 WISN 10/29/12 10/30/12 News M-F 5p	5-530pm	:30	NM	2	\$1,700.00
Start Date End Date Weekdays Spots/Week	Rate				,
Week: 10/29/12 11/04/12 MT 2	\$850.00	**		_	
N 19 WISN 10/24/12 10/26/12 News M-F 6p Start Date End Date Weekdays Spots/Week	6-630pm <u>Rate</u>	:30	NM	1	\$1,000.00
Week: 10/22/12 10/28/12WTF 3	\$1,000.00				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision	Alt Order #
	902331 / 4	06112211
Contract Dates	Product	Estimate #
10/24/12 - 10/30/12	I	,

<u>Advertiser</u> Original Date / Revision 10/29/12 / 10/29/12 NRSC National Republica

		Cnoto/		
*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description 1 WISN 10/22/12-10/28/12 News M-F 6p	Rate Start/End Time 6-630pm	Weekdays         Length         Rate          wThF         :30         \$1,000.00	<u>Type</u> <i>NM</i>	
See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12 3 WISN 10/22/12-10/28/12 News M-F 6p Credited	2 6-630pm	wThF :30 \$1,000.00	NM	
20 WISN 10/29/12 10/30/12 News M-F 6p  Start Date End Date Weekdays Spots/Week  Week: 10/29/12 11/04/12 MT 2	6-630pm <u>Rate</u> \$1,000.00	:30	NM 2	\$2,000.00
21 WISN 10/24/12 10/26/12 Entertainment Tonigh Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12wTF 3	630p-7pm <u>Rate</u> \$800.00	:30	NM 0	\$0.00
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 WISN 10/22/12-10/28/12 Entertainment Tonigh  See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12	Start/End Time 630p-7pm 2	Weekdays Length RatewThF :30 \$800.00	Type NM	
2 WISN 10/22/12-10/28/12 Entertainment Tonigh See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12	630p-7pm 2	wThF :30 \$800.00	NM	
3 WISN 10/22/12-10/28/12 Entertainment Tonigh See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.1:	630p-7pm 2	WThF :30 \$800.00	NM	
22 WISN 10/29/12 10/30/12 Entertainment Tonigh Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2	630p-7pm <u>Rate</u> \$800.00	:30	NM 2	\$1,600.00
N 23 WISN 10/24/12 10/26/12 Late News 10PM LTC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12W-F 2	10-1030p <u>Rate</u> \$1,500.00	:30	NM 0	\$0.00
Spot Ch Date Range Description 1 WISN 10/22/12-10/28/12 Late News 10PM LTC	Start/End Time 10-1030p	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u> NM	
See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12 2 WISN 10/22/12-10/28/12 Late News 10PM LTC Credited	•	WF :30 \$1,500.00	NM	
24 WISN 10/29/12       10/30/12       Late News 10PM LTC         Start Date       End Date       Weekdays       Spots/Week         Week: 10/29/12       11/04/12       MT       2	10-1030p <u>Rate</u> \$1,500.00	:30	NM 2	\$3,000.00
25 WISN 10/25/12 10/25/12 Late News 1030PM LTC  Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	1030p-11p <u>Rate</u> \$850.00	:30	NM 1	\$850.00
26 WISN 10/29/12 10/29/12 Late News 1030PM LTC  Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	1030p-11p <u>Rate</u> \$850.00	:30	NM 1	\$850.00
27 WISN 10/24/12       10/25/12       Nightline         Start Date       End Date       Weekdays       Spots/Week         Week: 10/22/12       10/28/12      wr       2	11p-1130p <u>Rate</u> \$750.00	:30	NM 2	\$1,500.00
28 WISN 10/30/12       10/30/12       Nightline         Start Date       End Date       Weekdays       Spots/Week         Week: 10/29/12       11/04/12       -1       1	11p-1130p <u>Rate</u> \$750.00	:30	NM 1	\$750.00
29 WISN 10/29/12 10/29/12 DWTS  Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Prime Other Rate \$5,000.00	:30	NM 1	\$5,000.00
30 WISN 10/27/12 10/27/12 News Sat 7-9a	7-9am	:30	NM 1	\$350.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict workfard. specified.

	Contract / Revision	Alt Order #	
	902331 / 4	06112211	
Contract Dates	Product	Estimate #	
10/24/12 - 10/30/12	NRSC		

<u>Advertiser</u> Original Date / Revision NRSC National Republica 10/29/12 / 10/29/12

*Line Ch Start Date End Date Description	0.45	Spots/			
	Start/End Time	Days Length Week Rate	Type Spot	s	Amount
Week: 10/22/12 10/28/121- 1	<u>Rate</u> \$350.00				
31 WISN 10/27/12 10/27/12 SA 5-530p	5a-530p	:30	NM	1	\$500.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        1-         1	<u>Rate</u> \$500.00				*******
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type		
1 WISN 10/22/12-10/28/12 SA 5-530p	5a-530p	Sa :30 \$500.00	NM		
See MG 31.2					
2 WISN 10/28/12-10/28/12 Chris Matthews  → MG for 31.1 10/27	*1030-11A	SL :30 \$500.00	NM		
N 32 WISN 10/27/12 10/27/12 News Sa 6p-7p	6-7PM	:30	NM		***
Start Date End Date Weekdays Spots/Week	Rate	.50	IAIAI	0	\$0.00
Week: 10/22/12 10/28/121- 1 Spot Ch Date Range Description	\$550.00 Start/End Time	Mookdovo Laath Data	_		
1 WISN 10/22/12-10/28/12 News Sa 6p-7p	6-7PM	<u>Weekdays</u> <u>Length</u> <u>Rate</u> 3a :30 \$550.00	<u>Type</u> NM		
Credited	0 17 IV	3a · .30 <del>4300.00</del>	14141		
33 WISN 10/27/12 10/27/12 Sat ABC Prime Other	Prime Other	:30	NM	1	\$7,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        1         1	Rate		1	·	Ψ1,000.00
Week: 10/22/12 10/28/121- 1 Spot Ch Date Range Description	\$7,000.00 Start/End Time	Weekdays Length Rate	<b>T</b>		
1 WISN 10/22/12-10/28/12 Sat ABC Prime Other	Prime Other	<u>Weekdays</u> <u>Length</u> <u>Rate</u> Sa :30 \$7,000,00	<u>Type</u> NM		
See MG 33.2		σα ,σο ψη,σοσ.σο	10101		
2 WISN 10/22/12-10/28/12 ABC Prime College Footba	7-1030p	Sa :30 \$7,000.00	NM		
(b) MG for 33.1 10/27 34 WISN 10/28/12 10/28/12 News Sun 7-9a					
Start Date End Date Weekdays Spots/Week	7-9am Rate	:30	NM	1	\$300.00
Week: 10/22/12 10/28/121 1	\$300.00				
35 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	NM	1	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	Rate				4550,50
36 WISN 10/28/12 10/28/12 This Week With Georg	\$300.00				
Start Date End Date Weekdays Spots/Week	930-1030am Rate	:30	NM	1	\$850.00
Week: 10/22/12 10/28/121 1	\$850.00				
37 WISN 10/28/12 10/28/12 News Sun 530pm	530-6p	:30	NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	Rate				7755.00
38 WISN 10/28/12 10/28/12 Late News 10pm LTC	\$500.00				
Start Date End Date Weekdays Spots/Week	10p-1030p Rate	:30	NM	1	\$1,500.00
Week: 10/22/12 10/28/121 1	\$1,500.00				
39 WISN 10/28/12 10/28/12 Late News SU 1030PM	1030p-11p	:30	NM	1	\$850.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        1         1	Rate			•	<b>4</b> 300.00
week: 10/22/12 10/28/121 1 40 WISN 10/27/12 10/27/12 Badgers	\$850.00				
Start Date End Date Weekdays Spots/Week	230p-6p Rate	:30	NM	1	\$8,500.00
Week: 10/22/12 10/28/125- 1	\$8,500.00				
41 WISN 10/25/12 10/25/12 Last Resort	Thu 7-8p	:30	NM	1	\$3,750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12T 1	Rate				+5,, 50.00
vveek: 10/22/12 10/28/12T 1	\$3,750.00				

Totals

76

\$64,750.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advantiser berefore a legical with an intent to discriminate on the basis of race or ethnicity. Advantiser berefore a legical with an intent to discriminate on the basis of race or ethnicity. Advantiser berefore a legical with an intent to discriminate on the basis of race or ethnicity. Advantiser berefore a legical with an intent to discriminate on the basis of race or ethnicity. Advantiser berefore a legical with an intent to discriminate on the basis of race or ethnicity.



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision 902331 /	<u>on</u> 4	Alt Order # 06112211	
Product NRSC		Estimate #	
		-	Ī
	902331 / Product	902331 / 4  Product  NRSC	902331 / 4 06112211  Product

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	40	\$37,900.00	\$32,215.00
10/29/12 -10/30/12	36	\$26,850.00	\$22,822.50
Totals	76	\$64,750.00	\$55,037.50

Signature:	Date:	

# TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

### 1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

### 2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

### 3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

### 4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

# 5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

# . AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

### 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

## 8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

# 9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b)	The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercia
materials and other proper	ty furnished by the Agency in connection with proadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcast	s except after its prior approval.

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

# **WISN TV** 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

	Contract / Revision		Alt Order #	_
	902331 /	5	06112211	
Product				
NRSC				
Contract Dates	Estimate #			
10/24/12 - 10/30/12				
<u>Advertiser</u>			Original Date / Revision	_
NRSC National Republic	an Senate Com	m	10/31/12 / 10/31/12	
	Dillian O. I.			

Dimita Cycle	Dimind Caleudar	Cash/Trade
EOM/EOC	Broadcast	Cash
<u>Station</u>	Account Executive	Sales Office
WISN	Will Hildebrandt	HRP -Washingt
Special Hand	ling	
Demographic		
Adults 25-54		
IDB#	Advertiser Code	Product Code
9912521	<u>-iaveraser code</u>	Product Code
Agency Ref	Advertiser	Ref

*Line Ch Start Date End Date Description  1 WISN 10/24/12 10/26/12 News M-F 5a	Start/End Time	Spots/ Days Length Week Rate	TypeS	Spots	Amount
Week: 10/22/12 End Date Weekdays Spots/WeekWTF 3	5-6A <u>Rate</u> \$250.00	:30	NM	3	\$750.00
2 WISN 10/29/12 10/30/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2	5-6A <u>Rate</u> \$250.00	:30	NM	2	\$500.00
3 WISN 10/24/12 10/26/12 News M-F 6a  Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12WTF 3	6-7A <u>Rate</u> \$500.00	:30	NM	3	\$1,500.00
4 WISN 10/29/12 10/30/12 News M-F 6a <u>Start Date End Date Weekdays Spots/Week</u> Week: 10/29/12 11/04/12 MT 2	6-7A <u>Rate</u> \$500.00	:30	NM	2	\$1,000.00
5 WISN 10/24/12 10/26/12 Good Morning America  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/12WTF 3	7-9a <u>Rate</u> \$500.00	:30	NM	3	\$1,500.00
6 WISN 10/29/12 10/30/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2	7-9a <u>Rate</u> \$500.00	:30	MM	2	\$1,000.00
7 WISN 10/24/12 10/26/12 LIVE WITH KELLY! <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12WTF 3	9-10am <u>Rate</u> \$300.00	:30	NM	3	\$900.00
8 WISN 10/29/12 10/30/12 LIVE WITH KELLY! <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2	9-10am <u>Rate</u> \$300.00	:30	NM	2	\$600.00
9 WISN 10/24/12 10/26/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12WTF 3	10-11am <u>Rate</u> \$300.00	:30	NM	3	\$900.00
10 WISN 10/29/12 10/30/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2	10-11am <u>Rate</u> \$300.00	:30	NM	2	\$600.00
11 WISN 10/24/12 10/26/12 THE CHEW	12P-1P	:30	NM	3	\$600.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

( LINE TRAINSACTIONS. IN = INEW, C = CUITED, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



	Contract / Revi 902331 /	sion 5	Alt Order # 06112211
Contract Dates 10/24/12 - 10/30/12	Product NRSC		Estimate #
Advertiser NRSC National Repub	lica	- 1	iginal Date / Revision 10/31/12 / 10/31/12

*Line Ch Start Date End Date Description	Start/End Time	Days Len	Spot gth Wee		Type	Spote	A
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        WTF         3	<u>Rate</u> \$200.00		3 7,00	n nate	Турс	Spots	Amount
12 WISN 10/29/12 10/30/12 THE CHEW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2	12P-1P <u>Rate</u> \$200.00		:30		NM	2	\$400.00
13 WISN 10/24/12 10/26/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12WTF 3	3-4p <u>Rate</u> \$500.00		:30		МИ	3	\$1,500.00
14 WISN 10/29/12 10/30/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2	3-4p <u>Rate</u> \$500.00		:30		NM	2	\$1,000.00
15 WISN 10/24/12 10/26/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12WTF 3	4P-5P <u>Rate</u> \$550.00		:30		NM	3	\$1,650.00
16 WISN 10/29/12 10/30/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2	4P-5P <u>Rate</u> \$550.00		:30		NM	2	\$1,100.00
E 17 WISN 10/24/12 10/26/12 News M-F 5p  Start Date	5-530pm <u>Rate</u> \$850.00		:30		NM	10	\$6,600.00
Spot Ch <u>Date Range</u> <u>Description</u> 1 WISN 10/22/12-10/28/12 News M-F 5p Credited	Start/End Time 5-530pm	Weekdays WThF	Length :30	<u>Rate</u> \$850.00	<u>Type</u> <i>NM</i>		
3 WISN 10/22/12-10/28/12 News M-F 5p See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12	5-530pm	WThF	:30	\$850.00	NM		
4 WISN 10/29/12-10/30/12 Nightline  ⊕ MG for 19.1,17.3,21.3,21.1,21.2,23.1	11p-1130p	MTu	:30	\$1,850.00	NM		
5 WISN 10/29/12-10/30/12 Jimmy Kimmel  → MG for 19.1,17.3,21.3,21.1,21.2,23.1	1130-1230a	MTu	:30	\$375.00	NM		
6 WISN 10/29/12-10/30/12 Jimmy Kimmel  → MG for 19.1,17.3,21.3,21.1,21.2,23.1	1130-1230a	MTu	:30	\$375.00	NM		
7 WISN 10/29/12-10/30/12 Jimmy Kimmel  MG for 19.1,17.3,21.3,21.1,21.2,23.1  LR- Network Program Runover	1130-1230a	MTu	:30	\$375.00	NM		
8 WISN 10/29/12-10/30/12 Jimmy Kimmel  MG for 19.1,17.3,21.3,21.1,21.2,23.1	1130-1230a	MTu	:30	\$375.00	NM		
9 WISN 10/29/12-10/30/12 DR. OZ  MG for 19.1,17.3,21.3,21,1,21,2,23,1	4P-5P	MTu	:30	\$600.00	NM		
10 WISN 10/29/12-10/30/12 DR. OZ  MG for 19.1,17.3,21.3,21.1,21.2,23.1	4P-5P	MTu	:30	\$600.00	NM		
11 WISN 10/29/12-10/30/12 DR. OZ  MG for 19.1,17.3,21.3,21.1,21.2,23.1	4P-5P	MTu	:30	\$600.00	NM		
12 WISN 10/29/12-10/30/12 DR. OZ  MG for 19.1,17.3,21.3,21.1,21.2,23.1	4P-5P	MTu	:30	\$600.00	NM		
18 WISN 10/29/12 10/30/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2	5-530pm <u>Rate</u> \$850.00	•	30		NM	2	\$1,700.00
E 10 MICH 10/04/40 40/00/40 11 11 11	6-630pm Rate \$1,000.00	:	30		NM	1	\$1,000.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

10/31/12 / 10/31/12



	Contract / Revision 902331 / 5	Alt Order # 06112211
Contract Dates 10/24/12 - 10/30/12	Product NRSC	Estimate #
Advertiser	Or	iginal Date / Revision

NRSC National Republica

*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Tyr	o Coot-	• .
Start Date End Date Weekdays Spots/Week Rate	e Spots	Amount
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 WISN 10/22/12-10/28/12 News M-F 6p 6-630pm	e	
T WISN 10/22/12-10/28/12 News M-F 6p 6-630pmWThF :30 \$1,000.00 NI See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12	1	
3 WISN 10/22/12-10/28/12 News M-F 6p 6 620pm	4	
Credited .30 \$1,000.00 W	"	
20 WISN 10/29/12 10/30/12 News M-F 6p 6-630pm :30 NM	1 2	#0 000 00
Start Date End Date Weekdays Spots/Week Rate	"	\$2,000.00
E 21 MISN 40/24/9 40/20/4	_	
Stort Date End Date West days Cooper pin (30)	1 0	\$0.00
Week: 10/22/12		
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Typ		
7 WISN 10/22/12-10/28/12 Entertainment Tonigh 630p-7pmWThF 30 \$800.00	_	
See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12 2 WISN 10/22/12-10/28/12 Entertainment Tonigh 630p-7pm		
2 WISN 10/22/12-10/28/12 Entertainment Tonigh 630p-7pmWThF :30 \$800.00 N/ See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12	1	
3 WISN 10/22/12-10/28/12 Entertainment Tonigh 630p-7pmWThE 30 \$800.00 NA	,	
See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12	<b>'</b>	
22 WISN 10/29/12 10/30/12 Entertainment Tonigh 630p-7pm :30 NN	2	\$1,600,00
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/29/12         11/04/12         MT         2         \$800.00	_	Ψ11000.00
F 23 W/SN 10/24/12 10/26/12 1 de Neuro 40PM TO	_	
Start Date End Date Weekdays Spots/Week Rate	0	\$0.00
Week: 10/22/12 10/28/12W-F 2 \$1,500.00		
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type		
1 VVISIV 10/22/12-10/28/12 Late News 10PM LTC 10-1030pWF 30 \$1.500.00 AM		
See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12 2 WISN 10/22/12-10/28/12 Late News 10PM LTC 10-1030pW-F 30 \$4,500.00 NA		
Credited 10-1030pWF :30 \$1,500.00 NN		
24 WISN 10/29/12 10/30/12 Late News 10PM LTC 10-1030p :30 NN	-	00.000
Start Date End Date Weekdays Spots/Week Rate	2	\$3,000.00
2 \$1,500.00		
25 WISN 10/25/12 10/25/12 Late News 1030PM LTC 1030p-11p :30 NN Start Date End Date Weekdays Spots/Week Rate	1	\$850.00
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/22/12         10/28/12        1         1         \$850.00		
26 WISN 10/29/12 10/29/12 Late News 1030PM LTC 1030p 14th		
Start Date	1	\$850.00
27 WISN 10/24/12 10/25/12 Nightline 11p-1130p :30 NM	2	\$1,500.00
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/22/12         10/28/12        wT         2         \$750.00		\$ 1,000.00
28 WISN 10/30/12 10/30/12 Nightline 14-1400	_	
Start Date End Date Weekdays Spots/Week Rate	1	\$750.00
Week: 10/29/12 11/04/12 -1 1 \$750.00		
29 WISN 10/29/12 10/29/12 DWTS	1	\$5,000.00
Week! 10/19/10 End Date Weekdays Spots/Week Rate	'	Ψυ,υυυ.υυ
30 WISN 10/27/12 10/27/12 New Col 70	]	
30 WISN 10/2/12 10/2/12 News Sat 7-9a 7-9am :30 NM	1	\$350.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

Original Date / Revision



	Contract / Revision	Alt Order #
	902331 / 5	06112211
Contract Dates	Product	Estimate #
10/24/12 - 10/30/12	NRSC	

THE STREET	NR	SC National Republica	10/31/12 / 1	
*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121- 1	<u>Rate</u> \$350.00			
E 31 WISN 10/27/12 10/27/12 SA 5-530p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121- 1	5a-530p	:30	NM 1	\$500.00
<u>Spot Ch Date Range Description</u> 1 WISN 10/22/12-10/28/12 SA 5-530p  See MG 31.2	Start/End Time 5a-530p	Weekdays         Length         Rate          Sa         :30         \$500.00	<u>Type</u> NM	
2 WISN 10/28/12-10/28/12 Chris Matthews  MG for 31.1 10/27	*1030-11A	St :30 \$500.00	NM	
E 32 WISN 10/27/12 10/27/12 News Sa 6p-7p  Start Date	6-7PM <u>Rate</u> \$550.00	:30	NM 0	\$0.00
Spot Ch Date Range Description  1 WISN 10/22/12-10/28/12 News Sa 6p-7p Credited	Start/End Time 6-7PM	Weekdays         Length         Rate          Sa         :30         \$550.00	<u>Type</u> NM	
E 33 WISN 10/27/12 10/27/12 Sat ABC Prime Other  Start Date	\$7,000.00	:30	NM 1	\$7,000.00
Spot Ch Date Range Description  1 WISN 10/22/12-10/28/12 Sat ABC Prime Other See MG 33.2	Start/End Time Prime Other	Weekdays         Length         Rate          Sa         :30         \$7,000.00	<u>Type</u> <i>NM</i>	
2 WISN 10/22/12-10/28/12 ABC Prime College Footba	al 7-1030p	Sa :30 \$7,000.00	NM	
34 WISN 10/28/12 10/28/12 News Sun 7-9a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	7-9am <u>Rate</u> \$300.00	:30	NM 1	\$300.00
35 WISN 10/28/12 10/28/12 Sun 9-930A  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/121 1	9-930A <u>Rate</u> \$300.00	:30	NM 1	\$300.00
36 WISN 10/28/12 10/28/12 This Week With Georg  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/121 1	930-1030am <u>Rate</u> \$850.00	:30	NM 1	\$850.00
37 WISN 10/28/12 10/28/12 News Sun 530pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	530-6p <u>Rate</u> \$500.00	:30	NM 1	\$500.00
38 WISN 10/28/12 10/28/12 Late News 10pm LTC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	10p-1030p <u>Rate</u> \$1,500.00	:30	NM 1	\$1,500.00
39 WISN 10/28/12 10/28/12 Late News SU 1030PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	1030p-11p <u>Rate</u> \$850.00	:30	NM 1	\$850.00
40 WISN 10/27/12 10/27/12 Badgers <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/125- 1	230p-6p <u>Rate</u> \$8,500.00	:30	<b>N</b> M 1	\$8,500.00
41 WISN 10/25/12 10/25/12 Last Resort <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12T 1	Thu 7-8p Rate \$3,750.00	:30	NM 1	\$3,750.00
N 42 WISN 10/29/12 10/29/12 630-7p	630-7p	:30	NM 1	\$1,000.00

<u>Advertiser</u>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



77

Totals

	Contract / R	evision	Alt Order #		
	902331	/ 5	06112211		
Contract Dates Product		•	Estimate #		
10/24/12 - 10/30/12	NRSC				
<u>Advertiser</u>		0	riginal Date / Revision		
NRSC National Republica			10/31/12 / 10/31/12		

	ate End Date D		Start/End Time	Days	Spots/ Length Week	Rate	Type Spots	Amount
Start Date Week: 10/29/12	End Date Weel 11/04/12 M	kdays Spots/Wee	<u>k Rate</u> \$1,000.00					
					Totals	3	77	\$65,750.00
Time Period	# of Spots	Gross Amount	Net Amount					
10/01/12 -10/28/12	2 40	\$37,900.00	\$32,215.00					
10/29/12 -10/30/12	2 37	\$27,850.00	\$23,672.50					

\$55,887.50

Signature:	Date:
	· · · · · · · · · · · · · · · · · · ·

\$65,750.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

### TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

### 1. **BILLING AND PAYMENTS**

Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.

(b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

### **TERMINATION**

- Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days (a) Onless office provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

#### 3. **OMISSION OF BROADCAST**

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

### 4. **PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

### **FIXED RATE PURCHASES**

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

### 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

### 8. **CONSEQUENTIAL DAMAGES**

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

# GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the face hereof.

materials and other property furnished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in connection with broadcasts except after its prior approval.
(c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment

Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon, and to the extent that party monies which may be or become payable by Advertiser or Agency, or that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.

(d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on the face hereof.

(e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

10/01/12 - 10/28/12



Main: (414)342-8812 Billing: (781)433-4283

www.wisn.com

Billing Address:

Strategic Media - DC Attention: Accounts Payable 3299 K St NW Suite 200 Washington, DC 20007

10/28/12

--WTF--

Send Payment To:

WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879

10/28/12

902331-1

Station	Account Executive	Sales Office	Sales Region
WISN	Will Hildebrandt	HRP -Washingto	National

October 2012

<u>Advertiser</u>	Product	Estimate Number
NRSC National Republican	NRSC	

Flight Dates	Order#	Alt Order #
10/24/12 - 10/30/12	902331	06112211
Billing Calendar	Billing Type	Deal #
Broadcast	Cash	
Special Handling		
IDB#	Advertiser Code	Product Code
9912521		
Agency Ref	Advertiser Ref	

Spots
Week

				Spots/			
ne Start Date End Date Descr	iption Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
1 10/24/12 10/26/12 News	M-F 5a 5-6A	WTF	:30	3	\$250.00	NM	,
Weeks: <u>Start Date</u> <u>End Da</u> 10/22/12 10/28/1		<u>Rate</u> \$250.00					,
Spots: # Ch Day Air Date	Air Time Description	Start/End Time	Length	Δd-ID			Poto Tur
1 WISN W 10/24/12	5:28 AM News M-F 5a	5-6A		NRSCWIO41	I 2TVH		<u>Rate Tyr</u> \$250.00 N
2 WISN Th 10/25/12	4:58 AM News M-F 5a	5-6A		NRSCWI041			\$250.00 N
3 WISN F 10/26/12	5:12 AM News M-F 5a	5-6A		NRSCWI041			\$250.00 N
							<b>4200.00 11</b>
3 10/24/12 10/26/12 News	M-F 6a 6-7A	WTF	:30	3	\$500.00	NM	
Weeks: <u>Start Date</u> <u>End Da</u> 10/22/12 10/28/1		Rate \$500.00					
Spots: # Ch Day Air Date	Air Time Description	Start/End Time	Length	Ad-ID			Rate Typ
1 WISN W 10/24/12	7:00 AM News M-F 6a	6-7A	:30	NRSCWI041	LZTVH		\$500.00 NI
3 WISN Th 10/25/12	6:58 AM News M-F 6a	6-7A	:30	NRSCWI041	LZTVH		\$500.00 NI
2 WISN F 10/26/12	6:00 AM News M-F 6a	6-7A	:30	NRSCWI041	L2TVH		\$500.00 NI
5 10/24/12 10/26/12 Good	Morning America 7-9a	WTF	:30	3	\$500.00	NM	
Weeks: <u>Start Date</u> <u>End Da</u> 10/22/12 10/28/1		<u>Rate</u> \$500.00					
Spots: # Ch Day Air Date	Air Time Description	Start/End Time	Length	Ad-ID			Rate Typ
2 WISN W 10/24/12	8:43 AM Good Morning America	7-9a	:30	NRSCWI041	L2TVH		\$500.00 NI
1 WISN Th 10/25/12	8:48 AM Good Morning America	7-9a	:30	NRSCWI043	L2TVH		\$500.00 Ni
3 WISN F 10/26/12	8:53 AM Good Morning America	7-9a	:30	NRSCWI041	LZTVH		\$500.00 N
7 10/24/12 10/26/12 LIVE	WITH KELLY! 9-10am	WTF	:30	3	\$300.00	NM	
Weeks: <u>Start Date</u> <u>End Da</u> 10/22/12 10/28/1		<u>Rate</u> \$300.00					
Spots: # Ch Day Air Date	Air Time Description	Start/End Time	Length	Ad-ID			Rate Typ
2 WISN W 10/24/12	9:39 AM LIVE WITH KELLY!	9-10am	:30	NRSCWI041	L2TVH		\$300.00 NI
3 WISN Th 10/25/12	9:49 AM LIVE WITH KELLY!	9-10am	:30	NRSCWI043	L2TVH		\$300.00 N
1 WISN F 10/26/12	9:53 AM LIVE WITH KELLY!	9-10am	:30	NRSCWI041	L2TVH		\$300.00 N
9 10/24/12 10/26/12 The V	ew 10-11am	WTF	:30	3	\$300.00	NM	
Weeks: Start Date End Date	te MTWTFSS Spots/Week	Rate					

\$300.00



Send Payment To:
WISN TV
PO Box 26879
Lehigh Valley, PA 18002-6879

DOMESTIC

Advertiser	Product	Estimate Number
NRSC National Republican	NRSC	

ine Start Date	e End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
9 10/24/12	10/26/12	The View	10-11am	WTF	:30	3	\$300.00	NM	
1 W	VISN W 10	<u>r Date</u> <u>Air Time De</u> //24/12 10:32 AM Th //25/12 10:38 AM Th //26/12 10:32 AM Th	e View e View	<u>Start/End Time</u> 10-11am 10-11am 10-11am	:3	<u>h Ad-ID</u> O NRSCWIO4 O NRSCWIO4 O NRSCWIO4	12TVH		Rate Typ \$300.00 NN \$300.00 NN
11 10/24/12	10/26/12	THE CHEW	12P-1P	WTF	:30	3 NRSCW104	\$200.00	NM	\$300.00 NN
Weeks:	Start Date	End Date MTWTFS		Rate					
2 W	/ISN W 10 /ISN Th 10	10/28/12wTF- 10ate Air Time De 1/24/12 12:00 PM TH 1/25/12 12:57 PM TH	scription IE CHEW IE CHEW	\$200.00 <u>Start/End Time</u> 12P-1P 12P-1P 12P-1P	:3 :3	<u>h Ad-ID</u> O NRSCWIO4 O NRSCWIO4 O NRSCWIO4	12TVH		Rate Type \$200.00 NN \$200.00 NN \$200.00 NN
13 10/24/12	10/26/12	3-4p	3-4p	WTF	:30	3	\$500.00	NM	
3 W	/ISN W 10. /ISN Th 10.	End Date         MTWTFS           10/28/12        WTF-           Date         Air Time         De           /24/12         3:36 PM 3-4           /25/12         3:25 PM 3-4           /26/12         3:40 PM 3-4	scription lp	<u>Rate</u> \$500.00 <u>Start/End Time</u> 3-4p 3-4p 3-4p	:3	h <u>Ad-ID</u> 0 nrscw104 0 nrscw104 0 nrscw104	12т∨н		<u>Rate</u> <u>Type</u> \$500.00 NM \$500.00 NM \$500.00 NM
15 10/24/12	10/26/12	DR. OZ	4P-5P	WTF	:30	3	\$550.00	NM	
, 1 W	ISN W 10	End Date MTWTFS 10/28/12WTF- Date Air Time De /24/12 4:55 PM DR /25/12 4:24 PM DR /26/12 4:21 PM DR	scription COZ	<u>Rate</u> \$550.00 <u>Start/End Time</u> 4P-5P 4P-5P 4P-5P	:3 :3	h <u>Ad-ID</u> 0 nrscwi04 0 nrscwi04 0 nrscwi04	12TVH		<u>Rate</u> <u>Type</u> \$550.00 NM \$550.00 NM \$550.00 NM
17 10/24/12	10/26/12	News M-F 5p	5-530pm	WTF	:30	3	\$850.00	NM	
2 W	ISN W 10, See MG ISN Th 10,	/24/12 Ne 17.4,17.5,17.6,17.7,17 125/12 5:14 PM Ne 1/26/12 Ne	- 3 scription ws M-F 5p 7.8,17.9,17.10,17.11,17.	Rate \$850.00 <u>Start/End Time</u> 5-530pm 12 5-530pm 5-530pm	:0	0 NRSCWI04	:12т∨н		Rate Type \$850.00 NM \$850.00 NM \$850.00 NM
19 10/24/12	10/26/12	News M-F 6p	6-630pm	WTF	:30	3	\$1,000.00	NM	
	ISN W 10/	/24/12 Nei 17.4,17.5,17.6,17.7,17 /25/12 Nei	- 3	Rate \$1,000.00 <u>Start/End Time</u> 6-630pm 12 6-630pm	<u>Lengt</u> :0				Rate <u>Type</u> \$1,000.00 NM \$1,000.00 NM
2 W		26/12 6:13 PM Nev	ws M-F 6p	6-630pm	:3	0 NRSCWI04	12TVH		\$1,000.00 NM
21 10/24/12	10/26/12	Entertainment Tonig	gh 630p-7pm	WTF	:30	3	\$800.00	NM	



Send Payment To:
WISN TV
PO Box 26879
Lehigh Valley, PA 18002-6879

INVOICE

 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 902331-1
 10/28/12
 October 2012
 10/01/12 - 10/28/12

<u>Advertiser</u>	Product	Estimate Number
NRSC National Republican	NRSC	

					·		Spots/			
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
	Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/12WTF	Spots/Week 3	<u>Rate</u> \$800.00					
	Spots: # Ch			<del>-</del>	Start/End Time	Lengt	h Ad-ID			Rate Type
	2 WI			tainment Tonigh	630p-7pm	:0	0			\$800.00 NM
	1 \\/	See MG SN Th 10	17.4,17.5,17.6,17.7,17.8, 1/25/12 Enten	,17.9,17.10,17.11,17.12 tainment Tonigh	630p-7pm	:σ	ın			\$800.00 NM
	7 ***		17.4,17.5,17.6,17.7,17.8	.17.9,17.10,17.11,17.12	000p-7pm	.0	0			\$800.00 NM
	3 WI		7/26/12 Entert 5 17.4,17.5,17.6,17.7,17.8,	tainment Tonigh .17.9,17.10,17.11,17.12	630p-7pm	<i>:0</i>	0			\$800.00 NM
23	10/24/12	10/26/12	Late News 10PM LTC	10-1030p	W-F	:30	2	\$1,500.00	NM	
	Weeks:	Start Date 10/22/12	End Date <u>MTWTFSS</u> 10/28/12W-F	Spots/Week 2	Rate \$1,500.00	.,		•		
	Spots: # Ch			<del>-</del>	Start/End Time	Lengt	h Ad-ID			Rate Type
		SN W 10	/24/12 Late N	lews 10PM LTC	10-1030p	:0				\$1,500.00 NM
	2 \\/\		. 17.4,17.5,17.6,17.7,17.8, /26/12	17.9,17.10,17.11,17.12 lews 10PM LTC	10-1030p	:0	n	•		\$4.500.00 AUA
	2 771	Credited		iews forwill	10-1030р		0			<del>\$1,500.00</del> NM
25	10/25/12	10/25/12	Late News 1030PM LT	C 1030p-11p	1	:30	1	\$850.00	NM	
	Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
	Spots: # Ch	10/22/12 Day Air	10/28/121 Date Air Time Descri	intion	\$850.00 Start/End Time	1 engf	h Ad-ID			Pata Tuna
				lews 1030PM LTC	1030p-11p		0 NRSCWIO	412TVH		Rate Type \$850.00 NM
27	10/24/12	10/25/12	Nightline	11p-1130p	WT	:30	2	\$750.00	NM	
	Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/12WT	Spots/Week 2	<u>Rate</u> \$750.00					
	Spots: # Ch	Day Air		<del>-</del>	Start/End Time	Lenat	h Ad-ID			Rate Type
			24/12 11:08 PM Nightli		11p-1130p		0 NRSCWIO	412TVH		\$750.00 NM
	2 WIS	SN Th 10/	25/12 11:26 PM Nightli	ne	11p-1130p	:3	0 NRSCWIO	412TVH		\$750.00 NM
30	10/27/12	10/27/12	News Sat 7-9a	7-9am	1-	:30	1	\$350.00	NM	
	Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121-	Spots/Week	Rate					
	Spots: # Ch	Day Air		ption	\$350.00 Start/End Time	Lenat	h Ad-ID			Rate Type
			27/12 7:11 AM News		7-9am		0 NRSCWIO	412TVH		\$350.00 NM
31	10/27/12	10/27/12	SA 5-530p	5a-530p	1-	:30	1	\$500.00	NM	
		Start Date	End Date MTWTFSS	Spots/Week	Rate					
	Spots: # Ch	10/22/12 Day Air	10/28/121- <u>Date Air Time Descri</u>	ntion 1	\$500.00 Start/End Time	Lancet	h Ad-ID			Doto To-
	. –	SN Sa 10/			5a-530p	:0				<u>Rate Type</u> \$500.00 NM
		See MG	31.2	•	•		-			4500.00 14/1/
	2 WIS	N Su 10/ MG for 3	28/12 10:59 AM Chris I 1.1 10/27	Matthews	*1030-11A	:3	0 NRSCWIO	412TVH		\$500.00 NM
32	10/27/12	10/27/12	News Sa 6p-7p	6-7PM	1-	:30	1	\$550.00	NM	
,		Start Date	End Date MTWTFSS	Spots/Week	Rate					
		10/22/12	10/28/121-	1	\$550.00	الامسمال	- A-1 ID			D-/
,	Spots: # Ch 1 WIS	<u>Day Air</u> SN Sa 10/		<u>ption</u> Sa 6p-7p	Start/End Time 6-7PM	<u>Lengti</u> :0	<u>n Ad-ID</u> Ո			Rate Type \$550.00 NM
	7 4410	Credited			O-71 IM					<del>yaaa.uu</del> IVIVI
33	10/27/12	10/27/12	Sat ABC Prime Other	Prime Other	1-	:30	1	\$7,000.00	NM	



Send Payment To:
WISN TV
PO Box 26879
Lehigh Valley, PA 18002-6879

DINVOICE

Advertiser	Product	Estimate Number
NRSC National Republican	NRSC	

Spots/ Line Start Date End Date Description Start/End Time **MTWTFSS** Length Week Rate Type **MTWTFSS** Weeks: Start Date End Date Spots/Week <u>Rate</u> 10/22/12 10/28/12 \$7,000,00 Day Air Date Air Time Description Spots: # Ch Start/End Time Length Ad-ID Rate Type 1 WISN Sa 10/27/12 Sat ABC Prime Other Prime Other :00 \$7,000.00 NM See MG 33.2 2 WISN Sa 10/27/12 7:06 PM ABC Prime College Footbal 7-1030p :30 NRSCWI0412TVH \$7,000.00 NM MG for 33.1 10/27 News Sun 7-9a 34 10/28/12 10/28/12 7-9am ----1 :30 \$300.00 Start Date Weeks: End Date **MTWTFSS** Spots/Week <u>Rate</u> ----1 10/22/12 10/28/12 \$300.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN Su 10/28/12 7:57 AM News Sun 7-9a 7-9am :30 NRSCWI0412TVH \$300.00 NM 35 10/28/12 10/28/12 Sun 9-930A 9-930A ----1 :30 \$300.00 NM Start Date **MTWTFSS** Weeks: End Date Spots/Week Rate 10/22/12 10/28/12 \$300.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 10/28/12 9:20 AM Sun 9-930A 1 WISN Su 9-930A :30 NRSCWI0412TVH \$300.00 NM 930-1030am 36 10/28/12 10/28/12 This Week With Georg ----1 :30 \$850.00 NM Start Date **MTWTFSS** Weeks: End Date Spots/Week <u>Rate</u> 10/22/12 10/28/12 \$850.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN Su 10/28/12 10:26 AM This Week With Georg 930-1030am :30 NRSCWI0412TVH \$850.00 NM 37 10/28/12 10/28/12 News Sun 530pm 530-6p ----1 \$500.00 NM **MTWTFSS** End Date Start Date Spots/Week Rate Weeks: 10/22/12 10/28/12 ----1 \$500.00 Air Time Description Start/End Time Day Air Date Length Ad-ID Rate Type 1 WISN Su 10/28/12 5:42 PM News Sun 530pm 530-6p :30 NRSCWI0412TVH \$500.00 NM 38 10/28/12 10/28/12 Late News 10pm LTC 10p-1030p ----1 :30 1 \$1,500.00 NM Start Date End Date **MTWTFSS** Weeks: Spots/Week Rate 10/28/12 10/22/12 ----1 \$1,500.00 Air Time Description Spots: # Ch Day Air Date Start/End Time Length Ad-ID Rate Type 1 WISN Su 10/28/12 10:25 PM Late News 10pm LTC :30 NRSCWI0412TVH 10p-1030p \$1,500.00 NM 39 10/28/12 10/28/12 Late News SU 1030PM 1030p-11p ----1 :30 \$850.00 Start Date End Date MTWTFSS Spots/Week Weeks: Rate 10/22/12 10/28/12 ----1 \$850.00 Air Time Description Spots: # Ch Day Air Date Start/End Time Length Ad-ID Rate Type 1 WISN Su 10/28/12 10:50 PM Late News SU 1030PM 1030p-11p :30 NRSCWIO412TVH \$850.00 NM 40 10/27/12 10/27/12 Badgers 230p-6p ----5-:30 \$8,500.00 NM **MTWTFSS** Weeks: Start Date End Date Spots/Week Rate \$8.500.00 10/28/12 ----5-10/22/12 Air Time Description Start/End Time Spots: # Ch Day Air Date Length Ad-ID Rate Type :30 NRSCWI0412TVH 1 WISN Sa 10/27/12 1:59 PM Badgers 230p-6p \$8,500.00 NM 41 10/25/12 10/25/12 Last Resort Thu 7-8p ---T---:30 \$3,750.00 NM Start Date Weeks: End Date **MTWTFSS** Spots/Week Rate 10/28/12 10/22/12 \$3,750.00



Line Start Date

41 10/25/12

Spots: # Ch

Send Payment To:
WISN TV
PO Box 26879
Lehigh Valley, PA 18002-6879

Description

Last Resort

Air Time Description

7:40 PM Last Resort

INVOICE /

Start/End Time

Thu 7-8p

Invoice #	Invoice Date	Invoice Month	Invoice Period
902331-1	10/28/12	October 2012	10/01/12 - 10/28/12

<u>Advertiser</u>	Product	Estimate Number
NRSC National Republican	NRSC	

			Spots/			
	NT-CECC	Longth	Week	Data	T	
; 	MTWTFSS	Length	vveek	Rate	Туре	
	T	:30	1	\$3,750.00	NM	
	Start/End Time	Lengt	th Ad-ID			Rate Type

:30 NRSCWI0412TVH

Total Spots 40

Thu 7-8p

Payment Terms 30 Days

End Date

10/25/12

1 WISN Th 10/25/12

Day Air Date

Gross Total \$37,900.00

Agency Commission

\$5,685.00

\$3,750.00 NM

Net Amount Due \$32,215.00